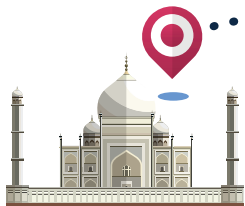
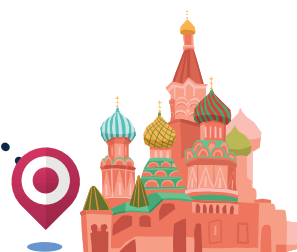


Supported by

HBL



Submission Deadline
1st November 2025



Themes

Beauty of Heritage Sites (10–15 Years)

My Art, My Story (4–9 Years)

Prizes worth

USD \$2,500

9+ Cash Prizes
Exhibition Runner-Ups
SDG Awards
Best Creativity Awards
Best SDG Solutions
Awards

Open to 4–15 Years

Submit Upto Max 2 Artworks
A3 size (12" inches x 16.5" inches)
Be original & Creative
International Recognition

Exhibitions

Lahore
Islamabad
Karachi

For Details, please visit our website
www.discoveringnewartists.org/afc

AN INITIATIVE OF

IN-KIND PARTNER

INTERNATIONAL MEMBER OF



WELCOME

Dear Principals, Art Coordinators/Teachers, Parents and Students,

It is with great excitement that we invite you to be part of the **12th Art for Change – International Child Art Challenge & Exhibition 2025–26**, organized by **Discovering New Artists** and supported by **Habib Bank Limited (HBL) and Bluebird Arts**. Over the years, Art for Change has grown into one of the largest art initiatives in Pakistan and worldwide, inspiring young minds to use art as a force for social good.

Through our one-for-one model, we ensure that every child – regardless of economic background – has the opportunity to create, express, and shine. Together, we have impacted the lives of more than **162,000 young artists from over 24 countries**, empowering **38,000+ students** from marginalized communities through art education, exposure, and opportunities.

This year, we are thrilled to present two thought-provoking and socially impactful themes, inspired by the United Nations Sustainable Development Goals (SDGs):

Themes:

1. The Beauty of Heritage Sites (Aligned with SDG 11: Sustainable Cities and Communities, and SDG 15: Life on Land): Celebrate the cultural treasures that define our identity and history. Through art, students can promote awareness of the importance of preserving heritage sites, fostering a sense of pride, unity, and responsibility to protect them for future generations.

2. My Story, My Art (Aligned with SDG 4: Quality Education, SDG 10: Reduced Inequalities, and SDG 16: Peace, Justice, and Strong Institutions): Encourage students to tell their personal stories, experiences, and dreams through visual expression. This theme amplifies youth voices, nurtures empathy, and bridges cultural divides, contributing to more inclusive and understanding communities.

By participating, your students not only gain recognition and awards – including cash prizes, certificates, trophies, and honorariums for teachers – but also join a movement that promotes education, cultural preservation, and equality at a global scale. Selected artworks will be featured in national and international exhibitions.

We aim to provide equal opportunities for students from all backgrounds, and your maximum participation is key to bridging the gap between privileged and underprivileged communities. By submitting a maximum number of artworks, you help us showcase the incredible talent of your students on an international stage.

We look forward to receiving your students' remarkable creations for this year's Art for Change.

Yours Sincerely,



Mujtaba Zaidi
Hassan Mujtaba Zaidi
Executive Director

THEMES

Beauty of Heritage Sites: Ages 10 – 18

Heritage sites are more than just remnants of the past – they are timeless storytellers that hold within them the essence of our culture, identity, and shared history. From ancient ruins to architectural marvels, each site speaks of a time gone by, yet continues to inspire and connect us across generations. This theme invites us to explore the enduring beauty of heritage sites – not only in their physical structures but also in the memories, traditions, and values they preserve.

My Art, My story: Ages 4–9

You have your very own story to tell, about how you feel, what you love, or even what you dream about. In this theme, you can draw or paint your story using colors, shapes, and lines. Your art can be happy, silly, quiet, or wild, because every feeling and idea is welcome. There's no right or wrong. Just have fun and let your hands show what's in your heart!

CATEGORIES

Category-I: 4 – 7 Years

Category-II: 8 – 11 Years

Category-III: 12 – 15 Years

RULES & GUIDELINES

- **Age Limit:** Eligibility of participants ranges from 4 – 15 years of age.
- Number of Entries: Participants may submit up to a maximum of 2 art entries with each entry having a separate submission fee.
- **Size of Artwork:** Only A3 size (12" inches x 16.5" inches) sheets should be used for all types of artworks. Any other size will automatically be disqualified.
- **Medium:** The work may be drawn or painted in pencil, pen, charcoal, crayon, pastel, watercolor, gouache, acrylics, oils, poster colour and collage. We are looking for hand-drawn colourful artwork – students should not use digital tools to create their artwork. For display purposes, colourful entries are preferred. Only 2D artworks will be accepted.
The entries employing colours that can be dusted or wiped off or that could dirty other entries when dealt together must be fixed.
- **Submission Forms:** Works of art must be labelled using the artwork submission form which should be filled in fully and neatly. Please do not write on the front of the artwork. Any artwork having name on the front will be disqualified.
Any artwork received with incomplete or without the submission form will not be accepted.
- **Judging:** The entries will be judged by a panel of senior jury artists. The entries will be judged on the basis of originality, creativity and imagination, relevance to the theme, and visual impact.
- **Intellectual Rights:** Discovering New Artists reserves copyrights on all submitted pieces. No artwork & entry fee will be returned or refundable.
All work will become the property of the Discovering New Artists which may use, sell, or exhibit them for promotion and within its own programs and activities.
- **Mailing Art Entries:** All schools are responsible for submitting a separate list of participants in order to receive the participation certificates. In order to avoid spelling errors and additional courier charges, DNA will provide blank participation certificates to the schools.
Discovering New Artists is not responsible if some works do not reach to them.
- **Announcement:** The results will be announced on our website and Facebook page. All the selected school entries will be notified through their school emails. Only individual entries will be notified on their emails. Non-selected entrants will not be notified of the results.

JUDGING CRITERIA

Judging will be based on the following criteria

Originality | Creativity & Interpretation | Relevance to the Theme | Visual Impact

PRIZES & ACCOLADES

Cash Prizes | Distinction e-Certificates | National & International Exhibitions | Cash Honorariums for Art Teachers/Co-ordinators | SDG DNA Action Awards for Schools | Appreciation Letters for School Administration/ Teachers/ Coordinators

International Prize Money Awards

A total of 9 cash prizes will be awarded to 3 top winners from each of the following three mentioned categories (Category I - III).

1st Prize: USD \$200 + Distinction e-Certificate + Exhibitions in Pakistan & Internationally
2nd Prize: USD \$100 + Distinction e-Certificate + Exhibitions in Pakistan & Internationally
3rd Prize: USD \$50 + Distinction e-Certificate + Exhibitions in Pakistan & Internationally

- Top Exhibition runner-up for National and Online Exhibition.
- Best Creativity Awards
- Best SDG Solutions Award
- Participants will also receive the Best Creativity Awards for showing best creative artwork.
- Participants will also be awarded the Best SDGs Solutions Award for presenting best solutions to global problems related to the given themes
- Selected artworks will be exhibited in Lahore, Islamabad, and Karachi in galleries.
- Each exhibition runner-up will receive a Distinction e-Certificate.
- Certificate of Participation will be awarded to all the participants.

International School Winners

- Each school-level winner will be awarded a cash prize of \$50 and DNA's Gold e-Certificate and the artwork will be displayed on our online DNA's Global Children's Art Gallery.

(Please note that International prize winners are not eligible for International school winners. A minimum of 100 entries is a must from a school campus in order to be eligible for the school winners.)

Special Accolades for School's Principals/Coordinators/Art Teachers

Upon submitting a minimum of 100 artworks from a school;

- The School Principal will receive an Art for Change e-Certificate of Appreciation.
- Each Art Teacher contributing a minimum of 100 entries will receive a cash honorarium of USD \$100/- along with an e-Certificate of Appreciation for making a positive change in society and supporting marginalized children in a developing country.
- The respective School will be awarded a special school Appreciation e-Letter

Exclusive SDG DNA Action Award for Schools

- Each school contributing a minimum of 200 entries or above will be crowned with an Exclusive SDG DNA Action Award Letter and a special mention on Discovering New Artists' website as a Global Change-Maker School List.
- All Art teachers participating will be added on our website as International Change-makers.



SUBMISSION DEADLINE

Please register and submit all your details including artworks by

DEADLINE: Saturday, 1st November 2025

SUBMISSION FEE & DETAILS

Submission Fee:

- Fee for School per Art Entry: **USD 12.00 (Twelve US Dollars)**
A minimum of 25 entries is a must to submit for submissions from schools/art institutions/academies etc
- **Discount:** upon 50 entries from each school, the discounted submission fee is **USD 10.00 (Ten US Dollars)**
- Fee for Individual per Art Entry: **USD 15.00 (Fifteen US Dollars)**

Fee Procedure

- The fee can be paid online through a Credit Card/ Debit Card at the time of checkout on the registration portal.

File Formats for Submissions:

- Images of the artwork should be clear and of high quality. Blurred or moving images will not be accepted.
- Images with watermarks and stamps will not be accepted. Images should be properly cropped from edge to edge of the artwork, and should not show unnecessary content like tables, walls, and any other background where a picture is taken.
- Images in JPEG, JPG, or PNG formats will only be accepted.
- The images should be taken in bright natural light indoors and should be an accurate representation of the original artwork.
 - Please use the following format for naming files
Participant's full name_age_country
For example:
Sarah Haider_12_Pakistan

Submission Address:

For all the selected artworks, please attach the artwork submission form at the back of the artwork. If your artwork is selected as a winner or for the exhibition, we will request you to mail it to us at the given address before a specific date in an email. Therefore, do not forget to mention your email in the registration form.

Attn:

Ms. Sidra Ali (Director Programmes)

Art for Change

Discovering New Artists

50-E, Sui Gas Society (Near DHA Phase V)

Lahore, Pakistan

Tel: +92 322 4102159



ARTWORK SUBMISSION DEADLINE

Saturday, 1st November 2025



REGISTRATION FEE

For Schools/Art Institutions/Academies

USD \$12.00/- per student per artwork

A minimum of 25 entries is a must to submit for submissions from schools/art institutions/academies etc

Discount: upon 50 entries from each school, Discounted submission fee is USD 10.00/-

For Individual Participants

USD \$15.00/- per student per artwork

For downloading registration forms, artwork submission forms, Art for Change Ambassador forms, and/or other details and submissions, please visit our website

<https://www.discoveringnewartists.org/afc>



DiscoveringNewArtists



DiscNewArt



artgallery.dna



programmes@discoveringnewartists.org



+92-322-4102159



DISCOVERING NEW ARTISTS

ART FOR CHANGE